

Message Text

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PAGE 01 BRISBA 00114 180739Z

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ACTION COME-00

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FM AMCONSUL BRISBANE

TO SECSTATE WASHDC 0580

IN RUEHBAC/AMEMBASSY CANBERRA 0224

UNCLAS BRISBANE 0114

COMMERCE FOR USTS

E.O. 11652: N/A

TAGS: ETRD, AS

SUBJECT: TRAVEL USA

THE QUEENSLAND CHAPTER OF THE AUSTRALIAN INSTITUTE OF TRAVEL HAS SCHEDULED AN AMBITIOUS SERIES OF 40 TRAVEL SEMINARS BEGINNING JUNE 1975 THROUGH MAY 1976.

SEMINARS WILL BE PRESENTED BY REPRESENTATIVES OF LOCAL TRAVEL INDUSTRY AND CONSULATES, AND WILL COVER BASICS OF TRAVEL INDUSTRY, SUCH AS TICKETING PROCEDURES, BASIC FARE CONSTRUCTION, PACKAGED TOURS, GENERAL RESERVATION PROCEDURES, ENTRANCE REQUIREMENTS OF DIFFERENT COUNTRIES, ETC. EACH LECTURE WILL LAST 2 HOURS. THIRTY-FIVE STUDENTS HAVE PAID US\$120 EACH TO ENROLL IN COURSE WHICH WAS HEAVILY OVERSUBSCRIBED SHORTLY AFTER ANNOUNCEMENT. STUDENTS WILL TAKE EXAM AT END OF COURSE WHICH WILL QUALIFY THEM FOR CERTIFICATE FROM INSTITUTE. CERTIFICATE CAN THEN BE USED BY TRAVEL INDUSTRY AS COMMON MEASURE OF KNOWLEDGE IN EMPLOYMENT PROCEDURES. STUDENTS ARE ASSUMED TO HAVE NO KNOWLEDGE OR EXPERIENCE IN TRAVEL INDUSTRY AT BEGINNING OF COURSE. IDEA HAS MET ENTHUSIASTIC RECEPTION IN LOCAL TRAVEL INDUSTRY. CONSULATE HAS AGREED TO PRESENT LECTURE, SEPTEMBER 23, 1975, ON TRAVEL TO U.S., EMPHASIZING FORMALITY PROCEDURES, BUT COVERING GENERAL TRAVEL INFORMATION AS WELL.

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CONSULATE PLANS VERBAL PRESENTATION, TO INCLUDE DISTRIBUTION

OF BROCHURES ON U.S., SUCH AS USA GRAVEL INFORMATION AND HOLIDAY PLANNER. CONSULATE ALSO HOPES TO ACCOMPANY VERBAL PRESENTATION WITH RELEVANT FILM OF 15-30 MINUTE DURATION.

ACTION REQUESTED: CONSULATE REQUESTS USTS ASSISTANCE IN OBTAINING FILM FOR SEPTEMBER 23 LECTURE. FILM SHOULD BE NO LONGER THAN 30 MINUTES AND SHOULD COVER ITEMS OF INFORMATION ON HOW TO TRAVEL TO AND AROUND THE U.S. RATHER THAN PICTORIAL PRESENTATION OF NATIONAL PARKS, CITIES, ETC.

CONSULATE ALSO REQUEST 50 COPIES OF USA TRAVEL INFORMATION AND THE HOLIDAY PLANNER FOR DISTRIBUTION DURING THE LECTURE. PLEASE AIRPOUCH.

COMMENT: LECTURE REPRESENTS EXCELLENT OPPORTUNITY FOR CONSULATE TO PROMOTE TRAVEL TO U.S. TO MOST CRUCIAL AUDIENCE: NAMELY, FUTURE TRAVEL AGENTS. CONSULATE HOPEFUL OF DETERMINED USTS EFFORT TO SUPPORT THIS OPPORTUNITY.
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